



THE BICESTER VILLAGE SHOPPING COLLECTION®

AN EXPERIENCE WORTH THE JOURNEY

Playing host to some of the most discerning guests in the world, The Bicester Village Shopping Collection offers an experience that is as much about making memories as it is about shopping

Press Release – 16 MAY 2018

With nine stylish destinations across Europe and two more in China, The Bicester Village Shopping Collection redefines the luxury shopping experience while offering exceptional value for money.

In addition to five-star hospitality, art, music and theatre, each Village in the Collection is home to an unrivalled blend of brands in beautifully presented boutiques, with year-round reductions of up to 60% or more on the recommended retail price – and countless hours of tax-free shopping in the Villages in Europe for visitors from outside the EU.

With a third of sales generated by non-EU visitors, the Villages in Europe are proud to introduce the world's savviest shoppers to high-end brands, from Anya Hindmarch, Bally, Salvatore Ferragamo, Marni, and Roberto Cavalli, to Saint Laurent Paris, Stella McCartney, and many more.

The Villages are created with the culture of each of their locations built into their bricks and mortar. Take Bicester Village: now well established as boasting some of the most stylish shopping streets in the country, this quintessential English 'village' is just ten minutes from the dreaming spires and cobbled streets of Oxford, an area famous for its contribution to global literature, fashion and the arts. The Village also has its own dedicated mainline station, with trains from 46 minutes departing from London Marylebone. Achieving the highest sales per square foot of any shopping destination in the world and one of the most popular attractions in the UK for Chinese visitors, the Village is home to more than 160 elegant boutiques as well as impeccably trained staff, including Mandarin-speaking ambassadors, plus tailored VIP services, such as Valet Parking and Personal Shoppers.

The Bicester Village Shopping Collection® is a registered trademark of Value Retail PLC

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From Brussels to Barcelona and Munich to Madrid, plus Paris, Dublin, Milan and Frankfurt, this same well-curated mix of high-end, cutting-edge brands, award-winning hospitality, regional architecture, and local and international dining can be found across The Bicester Village Shopping Collection in Europe. For those craving a retail fix, the Collection provides the perfect opportunity to indulge a love of shopping while taking in the attractions of some of the world's most iconic cities.

Discover more at TheBicesterVillageShoppingCollection.com



NOTE TO EDITORS

ABOUT THE BICESTER VILLAGE SHOPPING COLLECTION

The Bicester Village Shopping Collection comprises 11 luxury shopping destinations serving the capital cities in Western Europe and the Tier One cities in China. Created and operated by Value Retail, the Collection is the most productive retail portfolio in the world in terms of sales per square foot. It includes Bicester Village, near London, which generates the highest sales per square foot of any shopping centre in the world and is one of the most popular attractions in the UK for Chinese visitors. Members of the Collection also include La Vallée Village near Disneyland® Paris and Shanghai Village at Shanghai Disney Resort.

The Collection is defined by:

- **The world's most desirable brands:** The Collection is unique in its curation of brands in beautifully presented boutiques with year-round reductions of 60% or more on the recommended retail price.

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- **Outstanding service:** A commitment to hospitality includes VIP services, such as Valet Parking, luggage storage, welcome hosts, children's play areas and concierge services.
- **Destination dining:** Each Village offers a gastronomic adventure reflecting the culinary traditions of the region so that every shopping trip also becomes a social and cultural experience.
- **Scene-setting architecture:** The Villages are located close to some of Europe and China's most celebrated cities and were created with the culture of each region built into their architectural and 'living' environments.
- **Emerging talent:** Rising talent is identified, nurtured and curated, with the Villages showcasing the best new work through a series of purpose-designed boutiques.

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For further information, including imagery, quotes and interview opportunities, please contact: Ariel Wu - arielwu@aviareps.com (+852 3959 8915)